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**MBA**  
**(SEMESTER I) ODD SEMESTER EXAMINATION 2015-16**  
**COMPUTER APPLICATION IN MANAGEMENT**

[TIME: 3 hrs]

[Max. Marks: 100]

*Note-Attempt All Questions .All Questions carry equal marks:-*

**Q.1. Write a short note on any four of the following:**

[5×4=20]

- a) Functioning inside a computer.
- b) Memory hierarchy.
- c) Difference between Compiler and Interpreter.
- d) Define OCR, OMR, Bar Code Reader, MICR, Plotter.
- e) Difference between CUI and GUI.
- f) Difference between DBMS and RDMS.

**Q.2. Attempt any two parts of the following:**

[10×2=20]

- a) What is a computer system? Explain various functional components of a computer system.
- b) What is the difference between hardware and software? Explain the various types of software in detail.
- c) Explain the concept of memory and its various types in detail.

**Q.3. Attempt any two parts of the following:**

[10×2=20]

- a) Define operating system. Briefly explain the various types of operating system ?
- b) What is the difference between file and record in DBMS? Explain the various components and types of DBMS.
- c) What do you understand by client/server architecture in computer network? Explain the various types of network topologies in detail.

**Q.4. Attempt any two parts of the following:**

[10×2=20]

- a) Discuss the basic building blocks of Internet. Also explain various kinds of Internet connections.
- b) Write a note any **four** of the following-
  - (i) ISP (ii) Domain Names (iii) Telnet (iv) FTP (v) Internet protocols (vi) IP addresses
- c) Define computer network and briefly explain the various components of computer network?

**Q.5. Attempt any two parts of the following:**

[10×2=20]

- a) Discuss the various issues in implementing E-Commerce. Also explain the difference between traditional commerce and E- commerce?
- b) Discuss the role of IT in any two functional areas of management in detail?
- c) Explain the process of buying and selling on internet along with its prevailing advantages and limitations?